CHAPTER 3
METHODOLOGY

3.1.Research Design

People are unconsciously engaging in research every day. Research happens as they read on some facts, talking with people daily, and asking questions. Unlike quantitative research that's number heavy, most of the qualitative research is happening in social phenomena. Rather than having personal research to benefit just oneself, the systematic analysis from a focused research study method enables someone to make better analyses and give a broader understanding that, in return, can be used to help others. According to Tracy (2013), a research methodology is a general approach a researcher uses to conduct a research project, either by using the qualitative or quantitative research design. Leedy & Ormrod (2015) mentioned that qualitative research is mostly about involving oneself in a situation, trying to put oneself inside the context, and gain senses from it. Qualitative research offers more than an understanding, not just a snapshot of a study. It gives a more in-depth interpretation from a participant's point of view and stories. It shows how a fact, information, and questions can affect the questions the researcher asks and undoubtedly affect the answers and pieces of information gained.

The purpose of this research is to give an accurate representation of a specific situation, social environment, social arrangement, or relationship by using the descriptive research method (Neuman, 2014). This research aims to give a detailed and precise picture of the challenges in growing startups in Indonesia. It aims to enable the researcher to find and summarize a new set of categories and classification for challenges that affect a startup's growth in Indonesia. This research also intends to report on the background or overview of the startup environment in Indonesia. The research pursues a qualitative data collection technique, which means the extracted data is from one-on-one interviews with all the interviewees. It is a case study on six emerging startup sector in Indonesia. The sectors include fintech, healthcare, waste management, water management, agriculture, and logistic sector. ANGIN and Dutch Embassy determine these six sectors as they are considered as promising sectors in Indonesia that potentially have a significant collaboration opportunity between the two countries in the future. This qualitative research method is believed to be the ideal method to use in this research since it enables both participants and researchers to dive deeply into the issues. This qualitative research also enables the researcher to uncover the unique challenges that each respondent shares.

3.2.Time and Location

The primary data collection through interviews will be conducted in the Greater Jakarta Area from January to February 2020. The research will happen on weekdays from 9 am to 5 pm with approximately one hour duration for each interview. The time and place of the interview are adjustable according to the interviewee's availability. Most of the interviews will be done offline in the ANGIN office (Revenue Tower, SCBD Area, South Jakarta) or each participant's preferred place (participants office or cafes).

3.3.Data Collecting and Targeted Participants

3.3.1. Data collection method

Primary data are data that is being collected by the researcher to solve a specific research problem by considering the procedures that are most relevant in solving the research problem (Hox & Boeije, 2005). As the primary data is collected and processed, new data, known as secondary data, is studied and added to support and provide more precise insight into the research (Hox & Boeije, 2005). The data will support in describing contemporary and historical attributes comparing research of replication of the recent research. The data will be reanalyzed, and helps in research design and methodological advancement (Hox & Boeije, 2005).

This primary research data will be gained through an in-depth qualitative interview using a more flexible interview guide adjusted to the study. The participants will have flexible time and space to talk about their experiences and views regarding a topic. The secondary data are from literature resources like journals, government or private companies reports, online newspapers, online magazines and webpages, online published articles, and paper.

A qualitative interview gives room for new findings, deeper understanding, and a better explanation of the hidden and unseen insights through a more energizing way for both sides (Tracy, 2013). Since the writer expects honest and in-depth insights from the participants, the interview will be unstructured. There will be an interview guide made to ensure the interview is happening effectively; however, all questions are open-ended and flexible. The interview type will be respondent interviews. Respondent interviews is an interview when the interviewee/participants are among social actors with a specific similar position, experiences, nor expertise with the aim of the interview to get a picture on a specific matter (Tracy, 2013).

The sampling will be a typical instance sampling, where the interviewee will be predetermined and chosen because they are fulfilling specific terms. The interviewee is not going to be randomly picked; it will be predetermined and pre-examined by the interviewer (Tracy, 2013, p. 137). This research is using a convenience sampling method where after the potential respondent is curated according to the participant's criteria. Then the researcher is interviewing participants randomly according to their availability and willingness to participate in the research.

3.3.2. Targeted participants

As mentioned by Hox & Boeije, (2005), in order for qualitative data sets to be valuable for future reanalysis, interviews must be chosen on convincing sampling bases. The chosen interviewee is within these criteria:

a. The Cofounder or take the role of C-level management of the startup
b. Having its startup currently being in the growth stage
c. Having its startup founded and based in Indonesia, with the focus of tackling the available local issues
d. Having its startup enrolling in either fintech, agriculture, healthcare, logistic, water management, and waste management sector

e. Startups under ANGIN network that are chosen by ANGIN as suitable participants for ID-NL Projects

Table 3.1. Interviewee Details

Founders Details*		**Startup Details**		
Respondent no	**Role**	**Sector**	**Business Model**	**Startup stage**
Waste management 1	CEO	Waste management	Waste prevention	Growing
Waste management 2	CEO	Waste management	Waste processing	Growing
Waste management 3	CEO	Waste management	Waste collection	Growing
Waste management 4	CEO	Waste management	Waste prevention	Growing
Healthcare 1	CEO	Healthcare	Hospital management	Growing
Healthcare 2	COO	Healthcare	Diagnosing	Growing
Healthcare 3	CEO	Healthcare	Monitoring or prevention	Growing
Logistic 1	CTO	Logistics	Warehousing	Growing
Logistic 2	CEO	Logistics	Transportation	Growing
Logistic 3	CEO	Logistics	Transportation	Growing
Agriculture	CEO	Agriculture	Agriculture up stream	Growing
Water management	CTO	Water management	Water distribution	Growing
Fintech 1	CEO	Fintech	Lending, capital leasing	Growing
Fintech 2	CEO	Fintech	Investment and risk management	Growing

*The names of the participants and startups will remain confidential according to the terms and conditions of ANGIN.

Several things were done to ensure the credibility of the curated data. All startups are under ANGIN's network which detailed data are kept confidential by the company. The key participants are strictly curated according to their relevance to the topic. The researcher and ANGIN ensure that the key participants are holding a vital role in the startup as they hold the Chief level position in the startup and are a part of the co-founding team.

3.4.Interview Protocol

The place and time for the interview are adjusted according to the availability of the speaker. The researcher formally approaches potential interviewees through email for an introduction. In the email, the researcher provides interviewees a brief description of the research. After further discussion, the respondent and writer agreed on a time and place for the interview. The procedures of the interview are mentioned as follow

a. Explain about the project and the research

b. Ask the respondent to fill official speaker agreements by ANGIN
c. Explain briefly about the flow and the interviewing method
d. Ask the respondent's agreement for the interview process to be voice recorded
e. The interview starts *(See Appendix 1 for the core questions list of the interview)*

3.5.Data Analysis Method

The qualitative data analyzing method used in this research are manually done with Microsoft Excel with the analyzing process according to the qualitative data analysis method recommended by Schutt & Chambliss (2018). The first process started with the process of data collection and documentation of the data. As the researcher is still collecting the data, the researcher may start the process of organizing and categorizing data into concepts, which is often known as the coding process. As all data collection is finished and organized, the researcher then starts to the next process of finding connections and see how each finding relates to one another. After the researcher finds the patterns and gets satisfied with the findings, researchers need to reassess and ensure data authentication. It will enable them to make conclusions from the processed data and finally being able to report the findings. This research will use an emic focus approach describing the context in terms of the participants and from their viewpoint. The researcher will apply a progressive focusing method. The researcher will adjust the data collection process as some additional concepts and findings need to be investigated or as there are new relationships explored (Schutt & Chambliss, 2018).

3.5.1. Data Collection and Documentation

Data documentation is the process of a researcher collecting primary data from the participants, taking notes, documenting the interview material into a script form (Schutt & Chambliss, 2018). The available data collection and documentation in this research are in voice recording and text transcript. The data collection process is through an in-depth interview for 45 minutes to around one-hour duration with the previously selected participants. The researcher asks for the respondent's agreement to have the interview recorded, and their willingness to be reproached in case there are some follow-up questions. The researcher also takes notes along the interview process.

3.5.2. Data Organizing and Categorizing (Coding)

The data organizing and categorizing process is the data reduction process. It is the process of pulling apart data gained from the data collection process that later will be put back together to be more meaningful and profound (Schutt & Chambliss, 2018). The data will be organized with Microsoft Excel, whereas the startup founders' interview is categorized according to its sector. The insights and highlights from each interview will be categorized according to the available challenges category (codes) after all interview insights are being organized.

3.5.3. Finding Connection and Relation Between the Generated Data

As mentioned by Schutt & Chambliss (2018), the process of studying relationships between findings is the core process of the data analysis process. This process will enable the researcher to generate the simple description they get from the data collecting process and give analysis, reasoning, and explanation of the process. In this research, the researcher will make a sub-code (sub-category) from each category. The sub-category points out any similarities or relations between startup founders' reviews from the same sector to find connections and relations between data (Leedy & Ormrod, 2015). There will be secondary data resources that will also help in sharpening and contributes to deepening the findings from each sub-code. The data will be displayed in tables. Some findings will be displayed in the form of a diagram and graphic.

3.5.4. Ensuring Data Authentication, Taking Conclusions, and Reporting Findings

The process of taking conclusions will rely on the researcher's deep understanding of the insights from the whole data collection process. The researcher will need to rely on both the primary and secondary data resources that were generated beforehand. This process will require critical analysis and reasoning ability that the researcher has. The conclusion of finding in this research will be displayed in tables, narratives, figures, graphics, diagrams, and relations between categories. Some respondent statements are displayed in the research. Since the interviews were done in *Bahasa Indonesia*, and some information is pretty scattered, the researcher made a few adjustments in curating the respondent's statements.